

# Opportunities, Partnership, Execution

Appiah Consulting Team International Inc.  
United States Management Consulting Company  
*Connecting Businesses Beyond Tomorrow*

By  
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***Enhancing good governance  
is a precondition for  
Africa's economic and social  
development.***

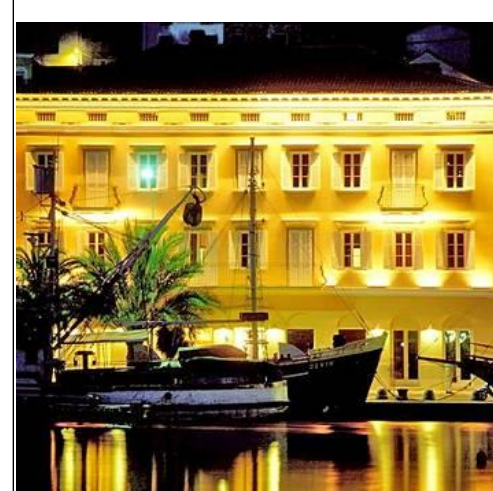





***Future growth depends on:***

- Untapped natural resources***
- Youthful population***
- Growing middle class***



# Countries of West Africa



-  [Benin](#)
-  [Burkina Faso](#)
-  [Cape Verde](#)
-  [Cote d'Ivoire](#)
-  [Gambia](#)
-  [Ghana](#)
-  [Guinea](#)
-  [Guinea-Bissau](#)
-  [Liberia](#)
-  [Mali](#)
-  [Mauritania](#)
-  [Niger](#)
-  [Nigeria](#)
-  [Senegal](#)
-  [Sierra Leone](#)
-  [Togo](#)

## Economic Community of West African States (ECOWAS)

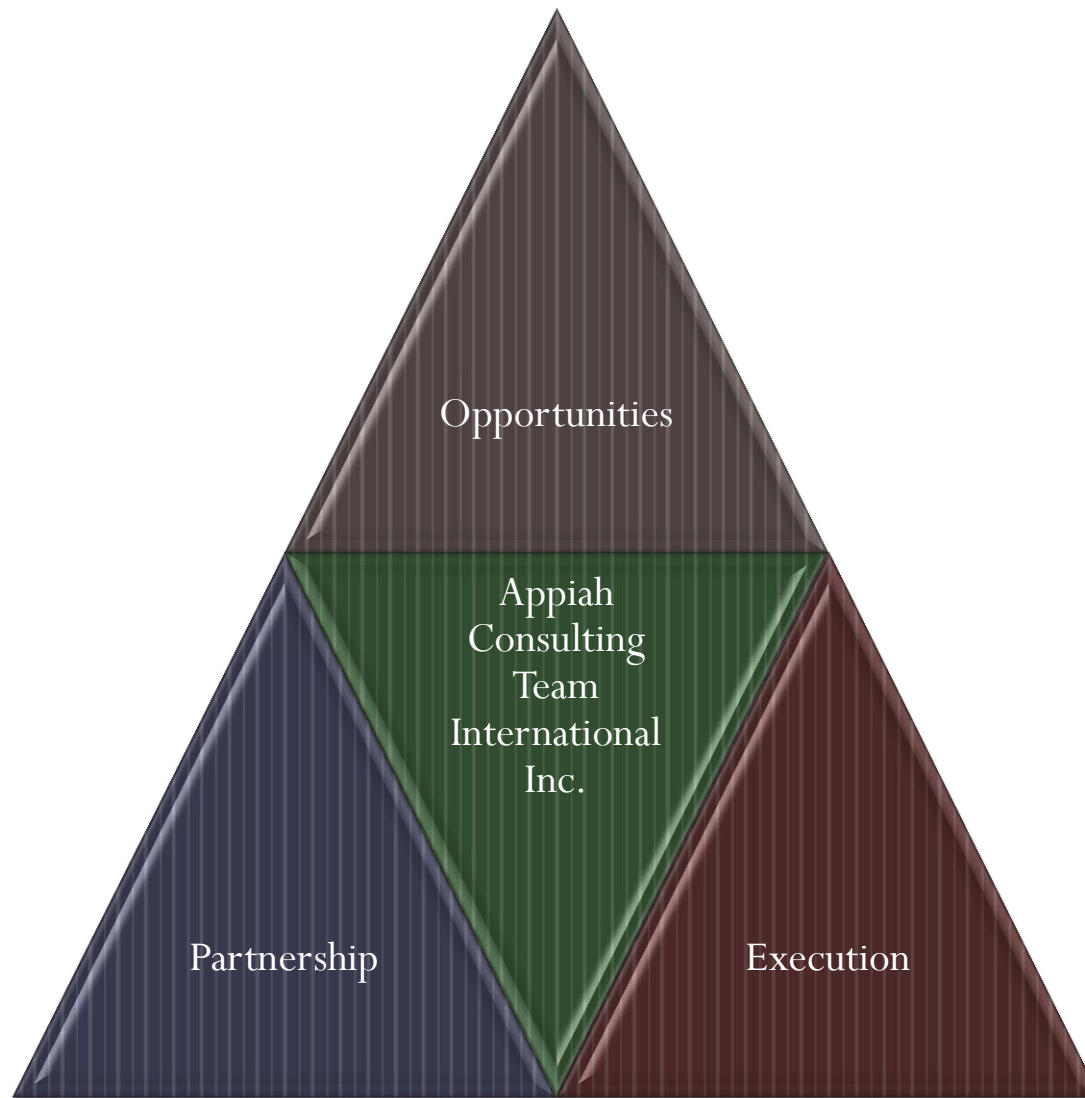
# The Strategic Questions

- *Where* are we?
- *What* are we?
- *What* do we *want* to be?
- *How* do we get there?
- *How* do we measure results?

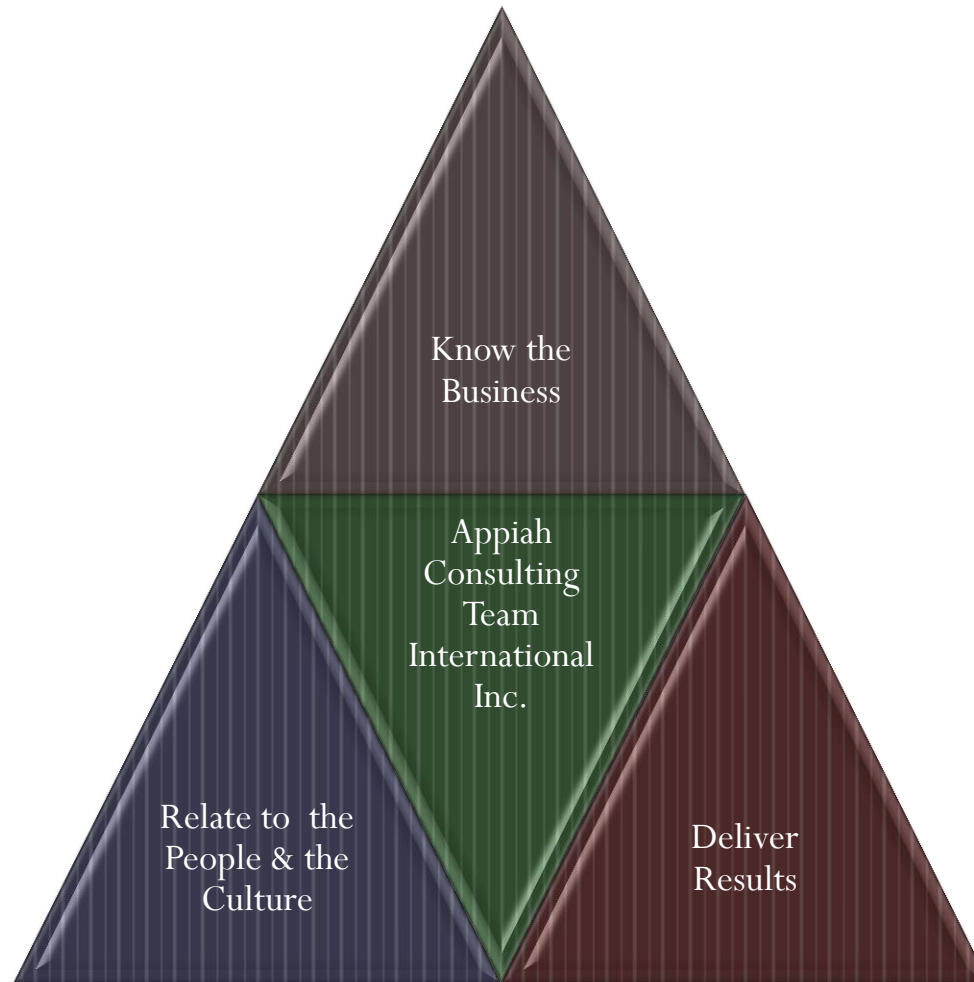
*and...*

*...what will be the competitive  
reaction?*





# Three Success Factors in Doing Business in Africa





# Investment Opportunities in West Africa

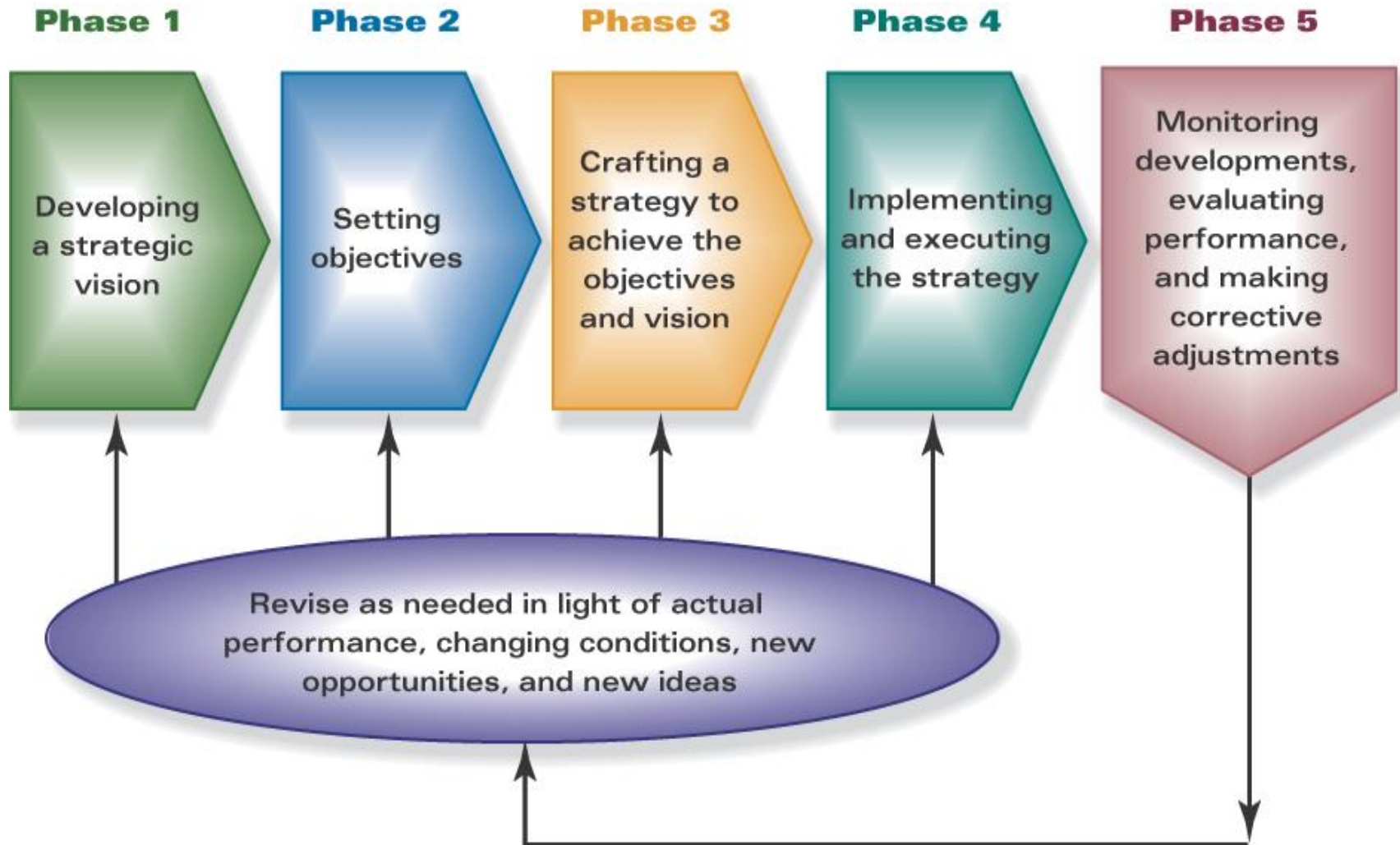
- ❖ Oil and Natural Gas
- ❖ Mining (Gold, Diamond)
- ❖ Agro Processing
- ❖ Financial Services
- ❖ Education Institutions
- ❖ Health Services
- ❖ Property Development
- ❖ Tourism
- ❖ Information Technology
- ❖ Telecommunication

# Partnerships in West Africa

- ❖ Government officials
- ❖ Local Business men
- ❖ Educational Institutions
- ❖ Financial Institutions
- ❖ Insurance Companies
- ❖ Legal teams
- ❖ Dealing with local Chiefs
- ❖ Dealing Property Management
- ❖ Customs officials
- ❖ French and English
- ❖ Information Technology
- ❖ Transportation



# The Strategy-Executing Process



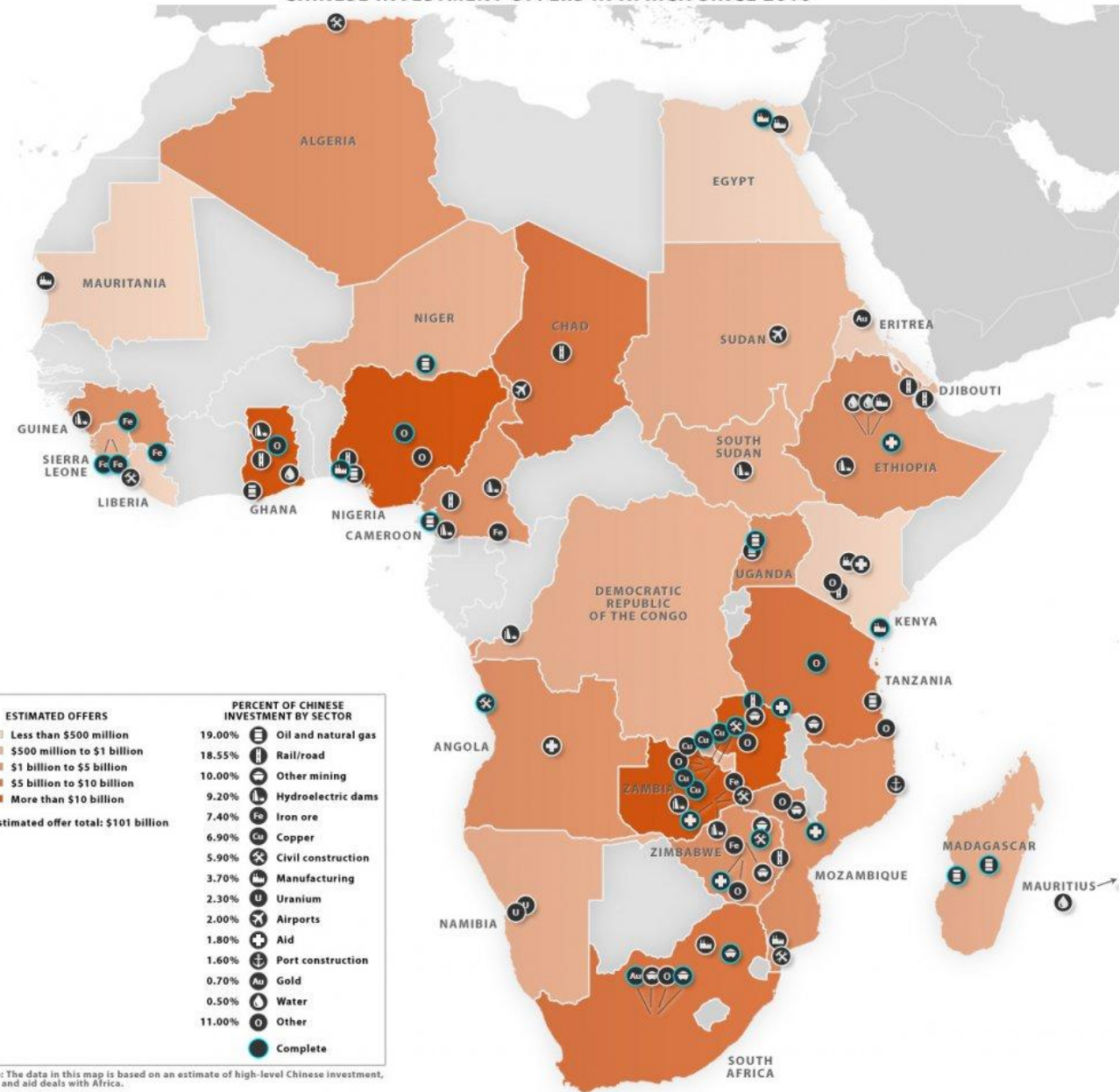
# Business Conditions to Consider

- **Starting a Business**
- **Dealing with Construction Permits**
- **Getting Electricity**
- **Registering Property**
- **Getting Credit**
- **Protecting Investors**
- **Paying Taxes**
- **Trading Across Borders**
- **Enforcing Contracts**
- **Resolving Insolvency**

# Business Headlines

1. Forget the BRIC countries of Brazil, Russia, India, and China
2. Clinton Promotes US Investment in Africa – Voice of America
3. US Firms Waking Up to African Investment- Industry Week-Aug 8, 2012
4. Chinese investment surging from 10 billion US dollars to over 100 billion in just ten years- [www.cntv.cn](http://www.cntv.cn)
5. U.S. goods exports to Ghana in 2011 were \$1.2 billion, up 20.5% (\$203 million) from 2010 -<http://www.ustr.gov>
6. U.S. goods exports to Nigeria in 2011 were \$4.8 billion, up 18.4% (\$747 million) from 2010 -<http://www.ustr.gov>

# CHINESE INVESTMENT OFFERS IN AFRICA SINCE 2010

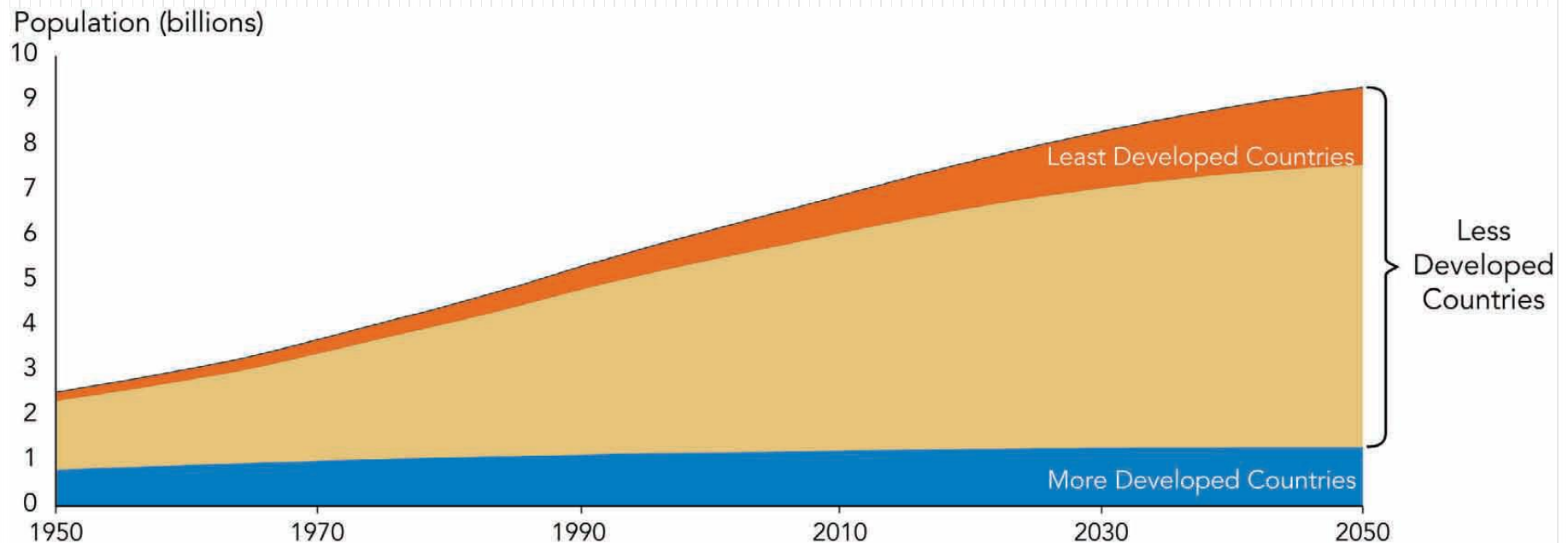


Note: The data in this map is based on an estimate of high-level Chinese investment, loan and aid deals with Africa.

Source: China Business Review, open source commercial information

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# Population of the World Where is the Growth?



# WHAT IS YOUR TAKE AWAY

*Are you ready?*

*Let us connect businesses  
beyond tomorrow!*

